

## PRESS RELEASE



FOR IMMEDIATE RELEASE

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### **SOOFA AND INSITE STREET MEDIA ANNOUNCE PARTNERSHIP**

*Solar-powered Smart-city Technology Provider Partners With Leading Street-Level OOH Media Operator*

**ATLANTA, GA April 19, 2022** – Soofa, a provider of solar-powered smart city technology and digital signage, has partnered with InSite Street Media, a leader in street-level media and college campus signage, to offer advertising on Soofa’s assets in Atlanta, GA.

InSite Street Media will be the exclusive advertising sales partner for Soofa’s 35 Atlanta metro Soofa Signs. Built with Soofa’s mission to create smart, social, and sustainable communities in mind, Soofa Signs share hyperlocal news, updates, and advertising. Soofa’s solar-powered technology, in combination with InSite’s knowledge of the Atlanta metro, will ensure Atlanta Soofa Signs continue to share relevant, hyperlocal content in the communities in which they are embedded.

“As we continue to scale, partnerships like this are critical to maintaining regional, relevant content for the communities that rely on our Signs for up-to-date, hyperlocal information. I’m excited about the potential for residents and visitors to discover nearby events, local news, and real-time transit as they go about their day or sit near one of the 15,000 bus shelters and benches InSite operates,” said Sandra Richter, Co-Founder of Soofa.

The City of Atlanta was an early adopter of Soofa technology, and Soofa Signs can now be found throughout active communities like Downtown Atlanta, Centennial Park District, South Downtown, Old Fourth Ward, Fayetteville, Powder Springs and Sugar Hill. Advertisers can reach these audiences with ads on the digital, solar-powered, Elnk screen measuring 25” x 25” on one side or by custom-branding the entire Sign with a vinyl wrap.

“We are thrilled to partner with Soofa,” commented Keith D. Thompson, President & Chief Executive Officer of InSite Street Media. “They are an exceedingly smart team with a sleek, environmentally-sustainable, smart-city solution. We look forward to growing our partnership beyond Atlanta with Sandra and the Soofa team.”

InSite Street Media operates transit shelters in Cobb and Gwinnett Counties, transit benches in Gwinnett and bus advertising on CobbLinc, the public transit system connecting residents of Cobb County and commuters to Downtown Atlanta. “Soofa Signs in Atlanta are a great addition to our media portfolio in the market,” said Arthur Rockwell, Vice President, Sales & Marketing for InSite Street Media. “The units are beautiful, have premium placement and add a digital offering to our network.”

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#### *About InSite Street Media:*

InSite Street Media is a leading outdoor advertising company known for innovation and excellence in the ownership and management of a street-level outdoor advertising products: including bus shelters, bus benches, and transit advertising.

The company has offices in Atlanta, New York, Los Angeles, Washington DC/DMV DMA, Miami - Fort Lauderdale, and Tampa.

InSite’s mission is to engage in public-private partnerships with municipalities and transit authorities to provide transit amenities that improve the city streetscape and deliver best-in-class out-of-home advertising solutions to local, regional and national advertisers with first-class Street Furniture and Transit products. The company has more than 15,000 faces and contracts with more than 70 municipalities in California, Florida, New York, Connecticut, New Jersey, Virginia, Maryland, and Georgia.

#### *About Soofa:*

Soofa’s mission is to create smart, social, and sustainable technology for public spaces. Soofa partners with local governments to bolster their smart city infrastructure as well as national and local advertisers looking for hyperlocal exposure through its advertising platform. The Soofa platform provides communities with city announcements, public health information, community events, real-time transit updates and citizen feedback on local activities.

#### **CONTACT INFORMATION:**

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